

# Assessing Public Parking Demand at Southwest Lake and Hiawatha



Photo courtesy of the University of Minnesota



Sasha Bergman  
Center for Urban & Regional Affairs  
University of Minnesota  
September 2010

September 2010

Conducted on behalf of the Corcoran Neighborhood Organization

NPCR is coordinated by the Center for Urban and Regional Affairs (CURA) at the University of Minnesota. NPCR is supported by the McKnight Foundation.

This is a publication of the Center for Urban and Regional Affairs (CURA), which connects the resources of the University of Minnesota with the interests and needs of urban communities and the region for the benefit of all. CURA pursues its urban and regional mission by facilitating and supporting connections between state and local governments, neighborhoods, and nonprofit organizations, and relevant resources at the University, including faculty and students from appropriate campuses, colleges, centers or departments. The content of this report is the responsibility of the author and is not necessarily endorsed by NPCR, CURA or the University of Minnesota.

© 2010 by The Regents of the University of Minnesota.



This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/3.0/> or send a letter to Creative Commons, 444 Castro Street,

Suite 900, Mountain View, California, 94041, USA. Any reproduction or distribution of this work under this license must be accompanied by the following attribution: "© The Regents of the University of Minnesota. Reproduced with permission of the University of Minnesota's Center for Urban and Regional Affairs (CURA)." Any derivative use of this work must be licensed under the same terms and accompanied by the following attribution: "Adapted with permission of the University of Minnesota's Center for Urban and Regional Affairs (CURA) from [the complete bibliographic citation for this report, including author, title, place of publication, publisher, and date]." For permissions beyond the scope of this license, contact the CURA editor.

This publication may be available in alternate formats upon request.

Center for Urban and Regional Affairs (CURA)  
University of Minnesota  
330 HHH Center  
301--19th Avenue South  
Minneapolis, Minnesota 55455  
Phone: (612) 625-1551  
Fax: (612) 626-0273  
E-mail: [cura@umn.edu](mailto:cura@umn.edu)  
Web site: <http://www.cura.umn.edu>

*The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation.*

## **Table of Contents.**

Executive Summary p. 4

Introduction p. 5

Stakeholder Profiles p. 6

Methodology p. 9

Discussion of Findings p. 10

Shared and Reduced Parking at 2225 E. Lake St. p. 14

Roundtable Discussion p.16

Recommendations p.17

Sources p.18

Appendix p.19

Figure 11: Average Parking Counts, MPS and YWCA Only, M&W-F p. 20

Figure 12: Average Parking Counts, MPS and YWCA Only, Tuesday p. 20

Figure 13: Sunday Peak Parking Percentages p. 21

Figure 14: Average Parking Counts, MPS and YWCA Only, Sunday p. 21

Figure 15: All Parking Counts p. 22

Figure 16: MPS Analysis p. 24

Figure 17: Metro Transit Analysis p. 25

Figure 18: YWCA Analysis p. 26

Figure 19: Minneapolis Shared Parking Ordinance p. 27

Figure 20: August 16, 2010 Roundtable Meeting Minutes p. 28

Figure 21: 2225 East Lake Street RFP p. 33

## Executive Summary.

Southwest Lake and Hiawatha is soon to change due to the redevelopment of a 6-1/2 acre land parcel at 2225 E. Lake Street. Host to regional amenities and a busy light rail stop, stakeholders have concerns about right-fitting the amount of public parking upon redevelopment at the site.

This report assesses the current public parking demand at southwest Lake and Hiawatha, and discusses the potential for shared public parking opportunities upon redevelopment. To define the current public parking demand in the project area, outreach was conducted to understand the perspectives of stakeholders in the project area including the Minneapolis Public School District, the YWCA, Metro Transit, and the Midtown Farmers Market. To understand parking demand, parking counts were conducted in order to produce visual representations that highlight peak parking demand.

Examination of the data collected showed that most of the public parking in the project area is not used to capacity on average. Additionally, given the current patterns of use by the stakeholders, there may be limited opportunities for shared parking upon redevelopment. In August 2010, a roundtable of developers and stakeholders was convened as part of this project. The roundtable aimed to facilitate conversation and solicit ideas regarding shared parking solutions in the context of redevelopment.

The findings of this report, viewed against the area's transit-oriented zoning, suggest that demand for parking today may exceed future supply. Stakeholders may be wise to heed developers' advice from the August roundtable meeting: start encouraging behavior modification and multi-modal thinking that anticipates the 'high-density transit-oriented development' prescribed by the Request for Proposals for 2225 East Lake.

This report aims to inform future planning and development by providing useful information and recommendations to for stakeholders and developers.

**Figure 1**

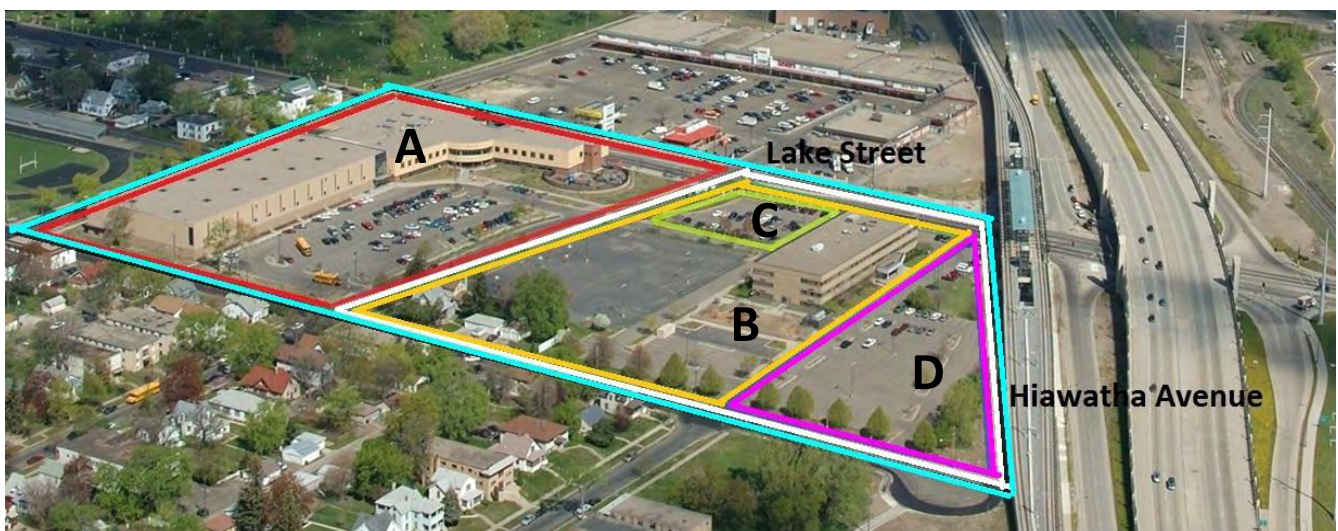


Photo courtesy of the University of Minnesota, edited by the author

Figure 1: "A" denotes the YWCA and Minneapolis Sports Center; "C" denotes the Midtown Farmers Market; "D" denotes the Lake Street Park and Ride. The project area referred to throughout this report refers to A, B, C, and D; 2225 East Lake (the redevelopment site) is represented by B-D.

## Introduction.

Minneapolis is a patchwork quilt of diverse communities. With strong voices and an empowering neighborhood organizational structure, Minneapolis residents often take it upon themselves to foster future success at the local level through careful and deliberative planning in the present. This report is a reflection of this grassroots planning culture.

At the crossroads of Lake Street and Hiawatha Light Rail Transit (LRT) in Minneapolis, the sale and redevelopment of a 6-1/2 acre property is imminent. Prepared on behalf of property owner Minneapolis Public Schools and released in August 2010 by the Minneapolis Department of Community Planning and Economic Department (CPED), the Request for Proposals (RFP) calls 2225 E. Lake “an excellent fit for high-quality, high-density transit-oriented development,” noting its location adjacent to the Lake Street LRT station, the YWCA Midtown and Minneapolis Sports Center, multiple bus lines, and the Midtown Greenway. Further, the RFP Development Objectives call for the inclusion of housing, retail/office including a home for the Minneapolis Public School’s Adult Basic Education program and a Southside Welcome Center, as well as public open space to accommodate the Midtown Farmers Market (Figure 21, Appendix).

But 432 surface parking stalls currently exist at the redevelopment site, with another 206 surface stalls available at the YWCA, reflecting the automobile-oriented land use pattern that has defined E. Lake Street for decades. With regional-level uses drawing thousands to southwest Lake and Hiawatha, the transition from an automobile-oriented land use pattern to a dense, multi-modal transit village will bring challenges. In this context of change, public parking is a complex and challenging issue that warrants careful examination.

The Corcoran Midtown Revival Plan (CMRP) advocates for a number of Parking Strategies including a shared parking strategy between the YWCA and station area redevelopment, and suggests a shared parking structure next to the YWCA (CMRP, 2002, p. 4.9). In keeping with TOD principles, the CMRP’s design policies call for parking located behind or beneath buildings, limited off-street surface parking, and “parking maximum ratios—as opposed to minimums” (CMRP, 2002, p. 5.4).

This research project set out to measure the current demand and anticipate new demand for public parking. For the purposes of this project, it was assumed that future housing development would take care of its own parking needs. In addition, the study aimed to engage the Midtown YWCA, Minneapolis Public Schools, the City of Minneapolis, the Midtown Farmers Market, Metro Transit, prospective developers, and area residents in conversation about various parking and redevelopment issues, possible solutions, and opportunities for collaboration that could leverage resources and improve outcomes.



## Stakeholder Profiles.

In order to understand the perspective of each major stakeholder at southwest Lake and Hiawatha, outreach and interviews were conducted with Kee Vang, General Manager of the Midtown YWCA, Jack Tamble at Minneapolis Public Schools, and staff at the Midtown Farmers Market and Metro Transit.

### YWCA/Minneapolis Sports Center.

The Midtown YWCA, located at 2121 E. Lake Street, opened in 2000. Today it boasts a membership of approximately 10,000. While the summer months are considered off-peak and attract between 1,700 and 2,100 members per day, the typical range of members visiting the YWCA each day ranges from 2,100-2,700. Offering a range of classes, youth programs, and a leisure pool, the Midtown location tends to attract a different demographic in comparison to the Uptown and Downtown Minneapolis YWCA locations. Although a majority of the members at the Midtown YWCA belong to the 55407 zip code, some of the family-centered programming and fact that the Midtown location offers free parking helps make it a regional attraction (Vang, 17 June 2010).

#### YWCA FACTS

- Minneapolis Sports Center: **250-300** people/day
- Up to **30** employees present at one time
- 206** parking spaces
- peak:
  - M-F a.m. until 10a.m.
  - M-F 4-8p.m.
  - Saturday 9a.m.-noon



The Midtown YWCA shares a roof with the Minneapolis Sports Center, which is also a facility of regional significance, attracting youth and adult sports teams, South High School students, or those who wish to rent out the facility to use its vast gymnasium space and athletic track. The Minneapolis Sports Center can attract 250-300 people per night depending on who is utilizing or renting out the facility. The Minneapolis Public School District owns the Minneapolis Sports Center, but the staff at the YWCA manages the facility (Vang, 17 June 2010).

#### **Parking at the Midtown YWCA.**

According to the Midtown YWCA, the parking lot is frequently full, especially during peak months, and at times contributes to parking and traffic congestion both at the site of the YWCA and on the surrounding streets. Kee Vang notes that the lot frequently fills up during peak parking times, including: weekdays before 10 a.m. and from 4 p.m. to 8 p.m., and Saturday mornings from 9

a.m. to noon (Vang, 17 June 2010).

In the past, informal discussions about constructing more parking have taken place at the YWCA executive level. A parking deck, an option in the original facility design, never moved forward due to costs, and to date, the YWCA is not currently planning on expanding the available parking (Figure 20, Appendix).

### **Minneapolis Public Schools.**

The building located at 2225 E. Lake Street occupies a 6-½ acre site and is currently home to the Community Education Administrative Offices, and Adult Basic Education courses. At present, the Adult Basic Education and Community Education Administrative Offices draw 445 staff and students at certain times throughout the day.

#### **MINNEAPOLIS PUBLIC SCHOOLS FACTS**

##### **Parking:**

-Shared parking:

Farmers Market (Tu, Sat)

YWCA (overflow)

-**261** available spaces

-**209** available spaces on market days

-peak use by MPS programs:  
weekdays a.m. until noon, 6-9p.m.



##### **Parking at MPS.**

Minneapolis Public Schools (MPS) notes that peak occupancy occurs weekdays from 9 a.m.-noon and again from 6-9 p.m. The parking lot at the facility has 261 available parking spaces not including the eastern lot leased by Metro Transit for the Lake Street Park and Ride (Tamble, 24 June 2010).

According to the RFP, future MPS programming at the 2225 E. Lake Street location will consist of Adult Basic Education classes and the addition of a Southside

Welcome Center. The RFP calls for 35,000-40,000 square feet of space to accommodate this use (Figure 21, Appendix).

### **Midtown Farmers Market.**

The Midtown Farmers Market was founded in 2003 and runs from May through October on Saturday mornings and June through October on Tuesday evenings. Market staff notes that Saturdays are the busiest market day, generating more than 2,000 visitors. The Market has become an asset and a

priority for Corcoran residents, serving as an attraction for more than 60,000 visitors per year (Midtown Farmers Market, 2010).

The Market currently operates on the northwest portion of the MPS parking lot, effectively occupying approximately 52 spaces for Market activity (not including parking for Market-goers). During Market operation on Tuesdays and Saturdays, the Market section of the parking lot is blocked off until the Market closes.

### **Parking at the Market.**

Since we do not have information about the breakdown of Market-goers that drive, bike, walk, use transit, or use some other form of transportation, it is difficult to know how many use the available public parking. The Market is the sole user of the MPS site on Saturdays. Because there are Adult Basic Education classes on Tuesdays evenings, it is difficult to assess the breakdown of the parking demand generated by the Adult Basic Education classes and the Market respectively.

### **Metro Transit-Lake Street Park and Ride.**

The Lake Street Park and Ride located at 2225 E. Lake St. is leased property from MPS, and was initially created as a temporary parking option to enhance ridership along the Hiawatha Line at its inception, containing 171 spaces. Metro Transit staff notes that the occupancy rates are highest throughout the workday during the work week. A large percentage of Park and Ride patrons live within a mile of the station, according to an analysis of license plate data. Similar to other stops along the Hiawatha Line, the issue of "hide and ride" has been observed, and in the last count taken in fall of 2008, there were 66 hide and ride vehicles observed along the streets adjacent to the Park and Ride (Carlson and Hentges, 18 June 2010). Based on outreach to

neighborhood residents, hide and riders have created a sense of congestion for some of the neighbors living on blocks adjacent to the Park and Ride, and critical/permitted parking options have been explored through neighborhood meetings between residents and Minneapolis Public Works.

The Lake Street Station has a ridership of more than 2,000 rides per day, 10-12% of which are comprised by Lake Street Park and Riders, and it boasts the 3<sup>rd</sup> highest

#### **MIDTOWN FARMERS MARKET FACTS**

No parking counts available

No data on modes of transportation for market-goers

#### **Tuesdays**

3:00-7:00 p.m. June-October

Up to **250** attendees

#### **Saturday**

8 a.m.-1 p.m. May -October

Up to **2,000** attendees

#### **PARK AND RIDE FACTS**

- **171** parking spaces according to Metro Transit

- **66** hide and riders

- **2,000+** rides/day

(3<sup>rd</sup> on Hiawatha Line)

- **10-12%** use Park and Ride





*Metro Transit describes “hide and ride” activity as “parking in non-park and ride areas along a transit line for the purposes of boarding transit.”*

ridership among all Hiawatha Line stops. The Hiawatha Line averages more than 27,000 rides per day, 10% of which originate at the Lake Street Station (Carlson and Hentges, 18, June 2010).

**Future of the Park & Ride.** Metro Transit has expressed that they have no plans to either enhance the spaces available, or to terminate the lease agreement with MPS at this time. Termination of the lease, set to expire in 2015, can be initiated by either party with a 90-day notice (Carlson and Hentges, 18 June 2010). The RFP for 2225 E. Lake Street does not contain a provision for the inclusion

of the Park and Ride in its development objectives (Figure 21, Appendix). Indeed, staff from CPED has commented that the Park and Ride is not a “priority” in redevelopment (Figure 20, Appendix). Additionally, because park and rides in central cities are “undesirable” uses in general, even as classified by Metro Transit, it remains to be seen what the future of the Park and Ride will hold during and after redevelopment of 2225 E. Lake Street (Metropolitan Council, 26 May 2010).

## Methodology.

While the information provided by stakeholders about the site itself and the current uses were helpful and insightful, no data was available regarding the parking demand and occupancy. As such, parking counts were conducted for this report to define and understand the peak times of each of the three lots and how they relate to one another.

The “Method for Parking Counts” side bar notes the methodology behind the parking counts conducted. Parking counts were conducted from June through August, and provide a snapshot of the average and maximum parking usage for the summer of 2010. Note that the parking observations may vary greatly from the outcomes if this

### Method for Parking Counts

#### (Conducted June 2010-August 2010):

-break down each day into time periods:

##### *Monday-Friday, Five Time Periods*

1. 5:30-9 a.m.
2. 9 a.m.-noon\*
3. noon-4 p.m.
4. 4-7:30 p.m.\*
5. 7:30-11:00p.m.

##### *Saturday and Sunday, Four Time Periods*

1. 7:30-9 a.m.
2. 9 a.m.-noon\*
3. noon-4 p.m.
4. 4-9 p.m.

- count all occupied parking spaces
- record the date, day, and time, and corresponding time period
- record the number of occupied parking spaces separately for each of the three lots
- specially marked spaces (handicapped or otherwise) treated as regular spaces
- cars pulling into or out of a space were considered parked
- MPS parking supply was reduced from 261 to 209 on Tuesdays and Saturdays due to Market to measure occupancy percentages
- changeover counts factored in to later time slot (e.g. 9 a.m. count factored into 9 a.m.-noon time period)
- no counts were taken in inclement weather

\* peak times as described in stakeholder interviews

study were conducted at a different time of year.

In order to conduct parking counts in such a way that the peak periods could be graphed and compared among the three parking lots, each week day was broken down into five time periods based on peak times noted by the stakeholders as well as the hours of operation at the YWCA. Weekends were broken down into four time periods instead of five, due to the YWCA's weekend hours of operation. For all peak periods identified by stakeholders, a minimum of three counts were conducted, and the averages of those were taken for graphical representation. For each non-peak time period, at least one count was conducted.

## Discussion of Findings.

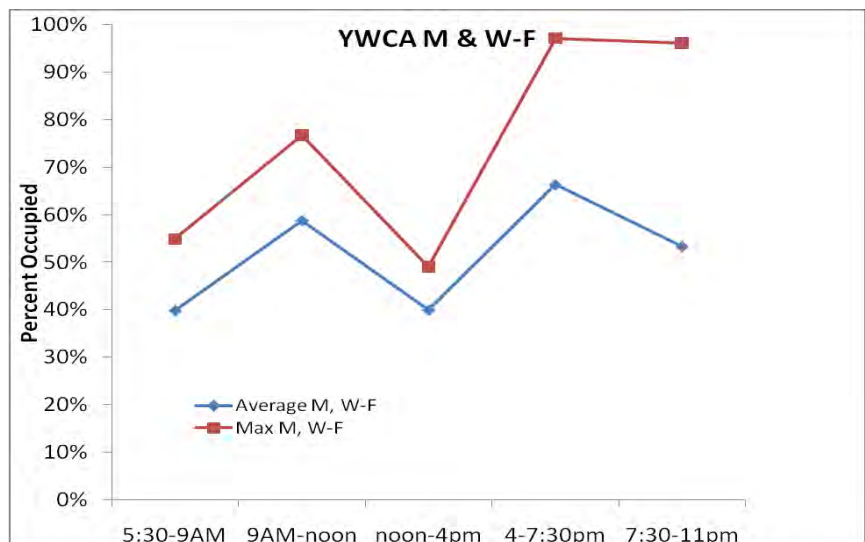
### **Average Peak Demand, Monday, Wednesday-Friday**

Figures 2 through 6 illustrate the average and maximum occupancy as a percentage for the YWCA, MPS, and Lake Street Park and Ride lots. Tuesdays were separated from other weekdays to account for the operation of the Market.

Matching the expectation for peak demand times described by the YWCA, Figure 2 illustrates the average and maximum occupancy for Monday, Wednesday, Thursday, and Friday.

Figure 2 also provides a comparison between the averages and maximum parking occupancy for each time period on Mondays, Wednesdays, Thursdays, and Fridays. While the YWCA average parking counts never reached more than 70%, the maximum counts illustrated in Figure 2, show that at its height, the lot can reach almost 100% occupancy. According to the Metropolitan Area Planning Council in Massachusetts, a parking lot reaches an ideal rate at 85-90% occupancy, but in the parking demand counts conducted, the YWCA averages do not reach this level (Metropolitan Area Planning Council, 2010).

**Figure 2**



**Figure 3**

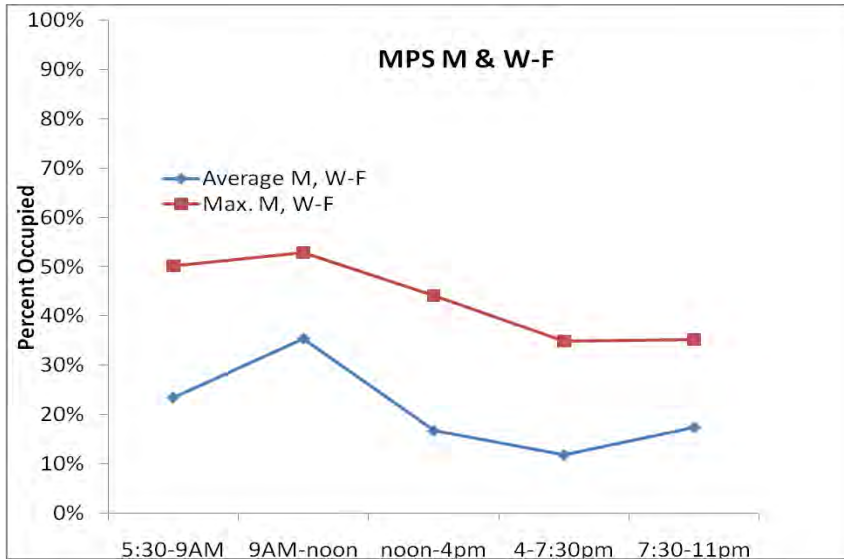
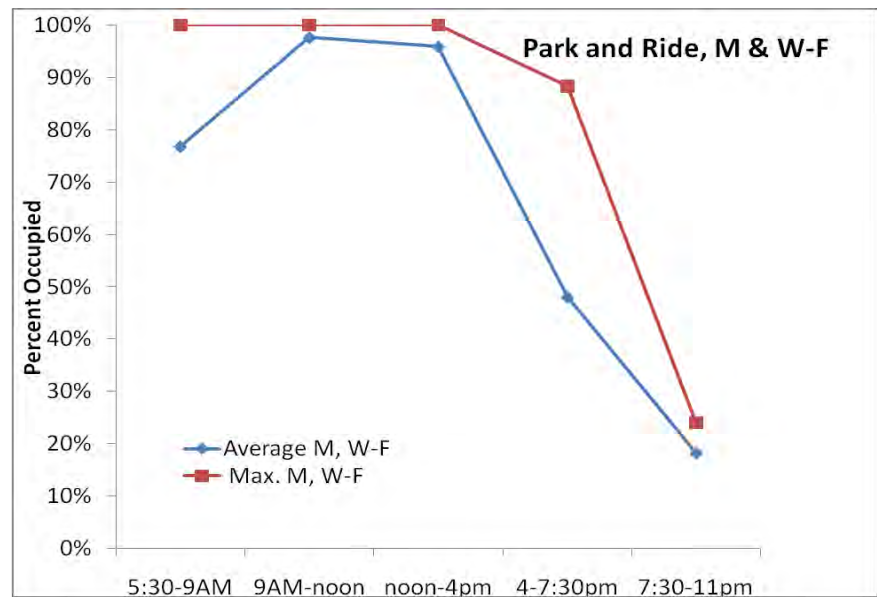


Figure 3 illustrates the average and maximum percentage that the MPS parking lot is occupied throughout the work week. On average, the lot is not quite 40% occupied on Mondays, Wednesdays-Fridays, even during peak times. At its maximum, the highest peak time observed for the duration of the study is during the 9 a.m.-noon time period, reaching just over 50%.

**Figure 4**

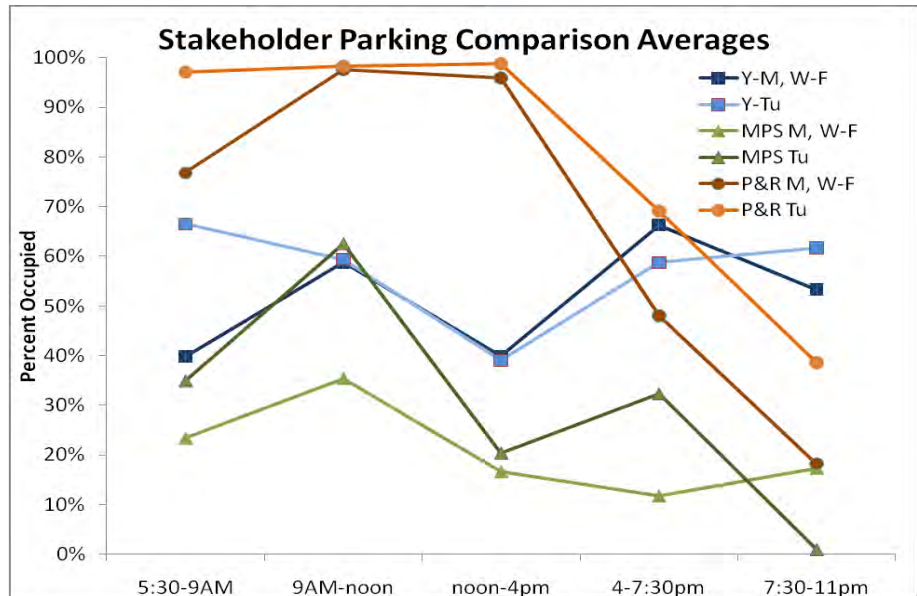
Figure 4 demonstrates the average and maximum percentage times for the Lake Street Park and Ride throughout the work week except for Tuesdays. The trends for the average peak demand matched what the observed peak times were according to Metro Transit. Peaking from 9a.m.-4 p.m. during the work week, the Park and Ride approached 100% occupancy on average.



## Average Peak Demand, All Weekdays

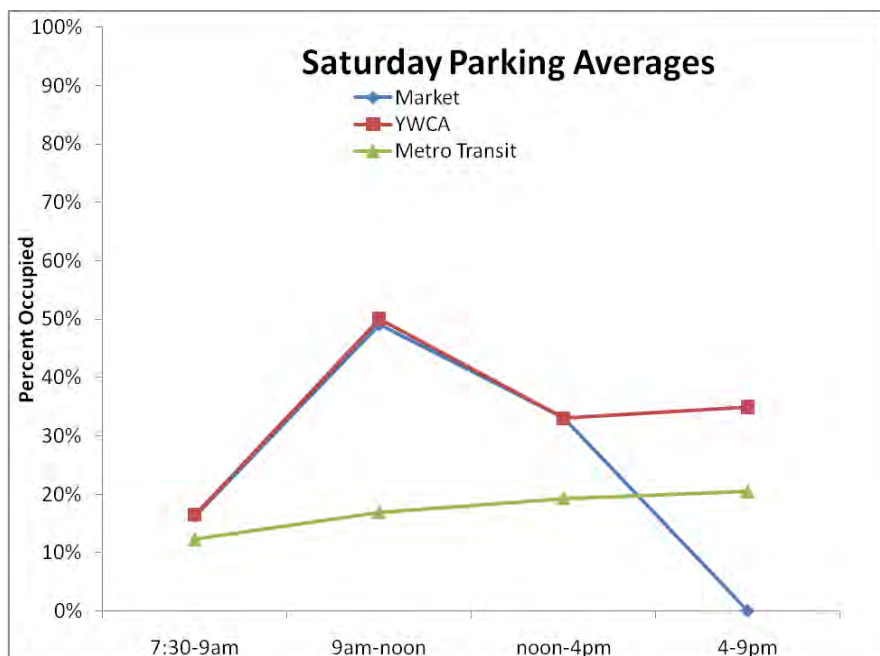
Figure 5

Figure 5 gives a comparison of each stakeholder, Monday through Friday. There is a clear peak period during the 9 a.m. -noon time period Monday-Friday on average for all stakeholders. Additionally, the YWCA and Minneapolis Public Schools parking lots tend to peak concurrently during the 4-7:30 p.m. time period on Tuesdays. The Lake Street Park and Ride tends to peak each day throughout the work week from 9 a.m.-4 p.m.



## Average Peak Demand, Saturdays

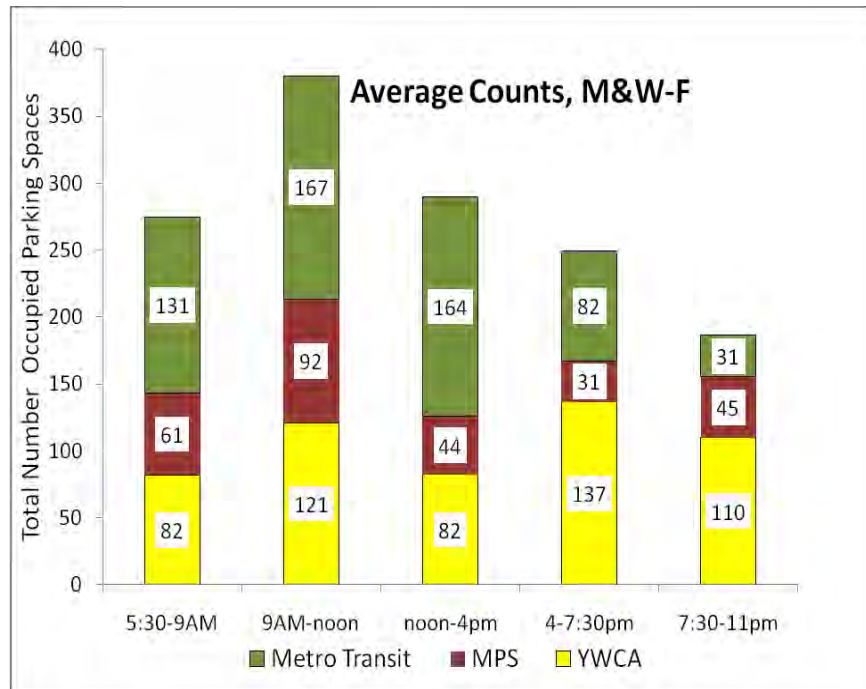
Figure 6



Because MPS does not have programming at 2225 E. Lake Street on Saturdays, the parking demand observations are solely attributed to the Market. The Park and Ride also generated some occupancy on Saturdays, although never more than 20% on average. Because Sundays were not noted by any of the three stakeholders to be a day generating peak parking demand, data collected on Sundays is not considered for discussion in this report. However, parking counts were conducted on Sundays for all stakeholders, and the data is contained in the Appendix (Figures 13 and 14, Appendix).

## Average Parking Counts/Share of Parking

Figure 7

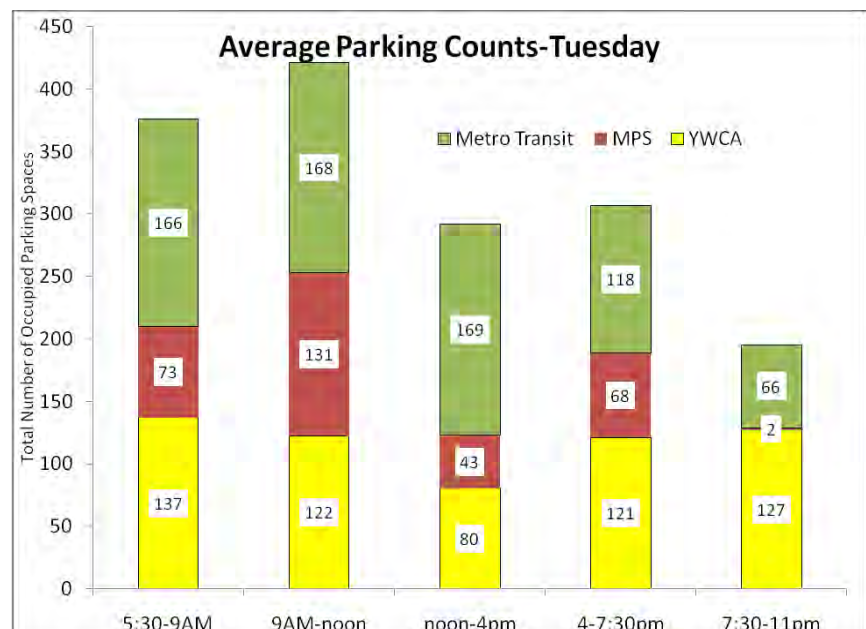


Figures 7 and 8 give the share of total occupied parking spaces that each stakeholder generates each day of the week. The Park and Ride generates the greatest share of parking on average, peaking from the morning through the afternoon. The YWCA maintains a constant share of the parking through the duration of the entire day and evening, while the MPS lot has a lesser share in comparison, peaking from 9 a.m.-noon.

Figure 8

Tuesdays generate more parking space use in all three lots. Figure 8 gives the numbers produced by each stakeholder on Tuesdays. Particularly in the case of MPS, there are notable increases in the number of vehicles parked in the MPS lot both in the morning and in the evening, the latter of which may be due to the Market.

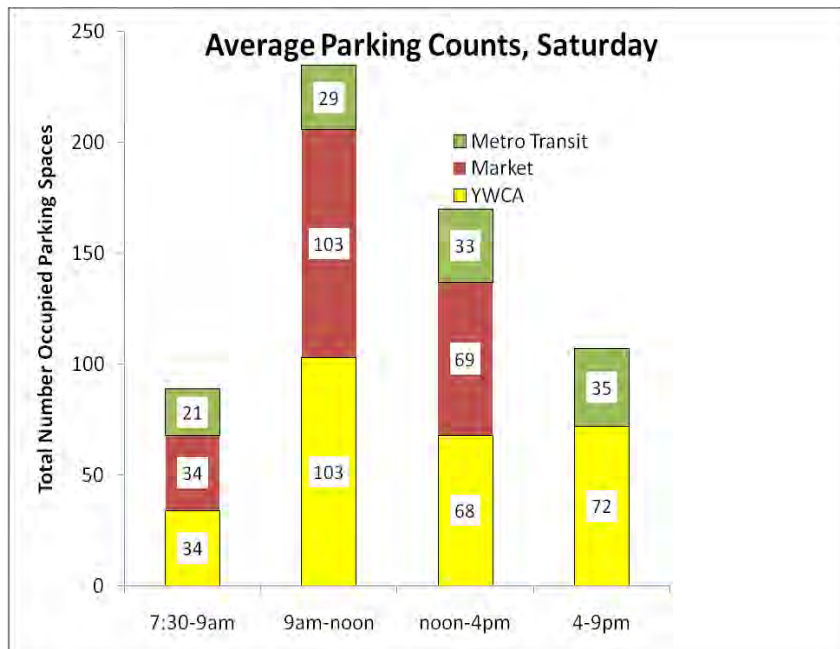
On Tuesdays, measuring the number of parked vehicles in the MPS lot does not allow for allocation of vehicles by purpose.



The cars could be using the MPS parking lot for Adult Basic Education classes at MPS, or perhaps they are parking at MPS and attending the Market. Because this information was not available, MPS parking allocation by purpose cannot be further analyzed.



**Figure 9**



There is no MPS programming on Saturdays, so the Saturday parking counts at the MPS lot illustrate the share of parked vehicles in the in the project area that can be attributed to the Market. The Saturday parking count averages outlined in Figure 9 illustrate that on Saturdays, the Market and the YWCA have an almost identical number of vehicles occupying their respective lots on average, while the Metro Transit Park and Ride share of total occupied parking spaces in the project area decreases significantly from the number of spaces occupied during the day on a week day.

All of the parking share information presented includes the Park and Ride. As it has been mentioned, it is possible that the Park and Ride will not be included in redevelopment. In order to examine the parking shares without the Park and Ride, additional figures were produced and can be viewed in the Appendix of this report (Figures 11 and 12, Appendix).

### **Shared and Reduced Parking at 2225 E. Lake St.**

As noted, the Corcoran Midtown Revival Plan (CMRP) offers a number of recommendations for parking strategies in the neighborhood with the general goal of creating a desirable image and a plan to address parking in new development. Given the CMRP priorities, it is important to explore the possibility of shared parking alternatives in the redevelopment of the 2225 E. Lake Street location. In its current use, the MPS lot rarely approaches even 50% capacity, and the abundance of parking spaces makes for an inefficient use of valuable land, given that the occupancy never reaches the ideal level of occupancy at 85-90%.

Figure 10 provides a glimpse at the relationship among stakeholders with respect to their peak parking demand time periods on weekdays with the exception of Tuesdays. As the chart illustrates, the 9am-noon time period is shared among all three stakeholders (denoted by asterisk), with the total maximum number of parking spaces occupied during that time period equals 467 including the Park and Ride.

**Figure 10**

Stakeholder Parking Lot	Peak Times M&W-F	Parking Demand vs. Supply (av. % occupancy)	Maximum Parking Observed in Peak Time
YWCA	9am-noon*	59% (121 spaces)	77% (158 spaces)
	4-7:30pm	66% (137 spaces)	97% (200 spaces)
Minneapolis Public Schools	5:30-9am	23% (61 spaces)	50% (131 spaces)
	9am-noon*	35% (92 spaces)	53% (138 spaces)
Metro Transit	9am-noon*	98% (167 spaces)	100% (171 spaces)
	Noon-4pm	96% (164 spaces)	100% (171 spaces)

\*shared peak times among stakeholders based on data collection and stakeholder interviews

Figure 10 demonstrates the current coinciding peak demand times among stakeholders. Construction of a shared parking facility in any development scenario will have to consider the simultaneous peak parking demand times displayed in Figure 10 of the YWCA, MPS, the Midtown Farmers Market, and possibly the Park and Ride, as well as any new public uses in the new development. Shared parking opportunities are most feasible when land uses that are sharing the parking facility have different peak hours of operation (Smith, 1983). Because all stakeholders have similar or overlapping hours of weekday operation as well as similar peak parking demand trends, shared parking options at the project area may be difficult to coordinate. The one exception is a continued sharing arrangement between Minneapolis Public Schools and the Midtown Farmers Market on Saturdays, since MPS programming does not operate on weekends. Similarly, the City of Minneapolis Ordinances provide guidance for reductions in required parking for shared parking facilities based on peak parking demand periods that do not coincide. However, based on the information gleaned from each stakeholder and the observed peak parking demand based on the data collected for this report, it does not appear that the shared parking reduction would apply to the site in focus. The pertinent City Ordinance outlining the shared parking reduction is contained in the Appendix (Figure 19, Appendix).

To meet the goals of the CMRP with respect to parking strategy, it is worthwhile to highlight the methods used to determine parking needs in order to inform future parking scenarios. Local parking requirements are usually determined based on the size of the development in square footage and the use, and are typically based on data produced by the Institute for Transportation Engineers' "Parking Generation" report, where the data are primarily collected in suburban locations with limited access to transit. The 7<sup>th</sup> edition of "Trip Generation" notes that the data may be altered in order to reflect the presence of alternative forms of transportation (Institute for Transportation Engineers, 2008).

For a Transit Oriented Development, the parking guidelines set by the ITE can lead to an abundance of parking because they do not factor in alternative forms of transportation. Recent studies indicate the need for specific guidelines for parking at TOD projects. The process for the most updated version of the ITE Trip Generation Handbook began in 2009, and may include updated information that can be used for TOD (Arrington and Cervero, 2008). The City of Minneapolis has a number of ordinances that allow for parking reductions based on use including the shared parking reduction (Figure 19, Appendix). Also included is the Pedestrian Overlay district, which applies to 2225 East Lake and calls for 75% of the minimum parking requirement for non-residential uses (City of Minneapolis, 2010).

## Roundtable Discussion.

The roundtable discussion, held on August 16, 2010 convened more than 25 developers, neighborhood residents, staff from the City of Minneapolis, Hennepin County Community Works, MPS, YWCA Minneapolis, Metro Transit, and Corcoran Neighborhood Organization Land Use Committee members. The meeting began with a presentation of the parking demand data collected throughout the summer of 2010 for this project. The minutes, awaiting formal adoption by the Corcoran Neighborhood Organization Land Use Committee, are contained in Figure 20 of the Appendix.

Following the researcher's presentation, attendees were prompted with a number of questions. For example, "Are there opportunities for shared parking among all stakeholders with the redevelopment of the site? If so, what role should each stakeholder play in developing and financing shared parking? Who should take the lead?"

One developer stated that "who owns ramp is as important as who funds it;" that is, who and how parking is financed changes the cost structure/dynamic of the ramp's operation. If privately held, taxes and other economics can make parking overly expensive; therefore, economics and incentives for shared arrangement tend toward public or non-profit ownership.

This prompted discussion of several local precedent projects with shared structured parking, Tax Increment Financing, and City versus private ramp ownership models. One developer noted the limited utility of discussing these precedents, since "we can't understand the underlying economics" of those situations.

Attendees discussed the need to think long term, since 2225 E. Lake Street is expected to be developed in multiple phases over a number of years. One developer noted the importance of thinking 150 years out or more and put parking underground. A planner commented that after seeing the preliminary findings, "there really isn't a big parking problem right now," adding that other retail in this area seems to be self-sufficient in terms of parking, there is an abundance of surface parking nearby, and so "there's not going to be a pent-up demand for general public parking" (Figure 20, Appendix).

Attendees were asked, "If there is any free public parking available whether it is shared or not, how important is it to consider the proximity of the LRT station and the potential to draw park and riders even if there is no Park and Ride?" At present, one attendee pointed out, no one pays for parking. Several developers clarified that there is no "free parking;" that is, the cost is hidden in patron's membership fees or in the development cost per square foot. A planner pointed out that new employers or those with younger work force might find the greatest value in a location adjacent to a light rail transit station.

When the topic of "hide and ride" and use of on-street parking came up, a planner pointed out that Public Works (City of Minneapolis) has an opt-in petition process for residents can establish permit parking. CNO staff stated that in fact, CNO convened residents of 31xx 23rd Ave with Public Works two years ago, and that the Public Works petition solution is available and has been made known to residents of the block as recently as this summer.

This prompted a developer to ask whether residents generally object to use of existing on-street parking, pointing out that existing on-street parking represents available public parking and is cheaper than constructing structured parking at a cost of roughly \$15,000 per stall. Near the University, for example, all on-street parking is utilized.

Attendees discussed the need to foster behavior modification as the urban fabric matures and development at southwest Lake and Hiawatha becomes dense and transit-oriented. Developers voiced the most input on the need to foster use of transit, bike/walk, car sharing, etc. However, concrete answers to the question of shared parking opportunities as a feature of the redevelopment remained unanswered.

## **Recommendations to Stakeholders and others.**

### ***All (YWCA, MPS, Metro Transit, CNO/Midtown Farmers Market, developers, government, and residents):***

- Analysis of parking demand/occupancy for all stakeholders in fall, winter, and spring seasons
- Explore bicycle sharing (e.g. Nice Ride) and car sharing opportunities at southwest Lake and Hiawatha.

### ***CPED/City of Minneapolis:***

- Trip generation study to inform future development and foster safe and efficient traffic flow in and around the project area
- Determine need for critical parking, metered parking, or other creative parking solutions in event that Park and Ride is eliminated and hide and ride concerns are exacerbated
- Consider creation of parking requirements specific to transit oriented development sites, to be applied in addition to pedestrian overlay

### ***Minneapolis Public Schools:***

- Clarify the quantity of students and staff that will be housed in and brought to MPS programming in the redevelopment if it is different than the numbers shared by MPS staff during the interview for this report
- Consider the desired amount of parking needed for students and staff in the context of parking requirements laid out by the City of Minneapolis Ordinances

### ***Developer(s):***

- Work with stakeholders and the City of Minneapolis to consider the potential for shared parking and cost-saving opportunities in the redevelopment

### ***Corcoran Neighborhood Organization and Midtown Farmers Market:***

- Revisit and clarify neighborhood parking policies established by the Corcoran Midtown Revival Plan to ensure neighborhood consensus and clear expectations of development partners
- Provide support for concerned citizens in the process of addressing on-street parking congestion via the City of Minneapolis petition process for permitted parking
- Establish guidelines or formal policies specific to the Midtown Farmers Market to encourage and support alternative forms of transit and transportation for Market-goers, and develop public parking strategies specific to the Market

## Sources.

Arrington, GB and Robert Cervero. Effects of TOD on Housing, Parking, and Travel.

Washington DC: Transportation Research Board. 2008.

[http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp\\_rpt\\_128.pdf](http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_rpt_128.pdf)

Carlson, Charles and Jill Hentges. Personal Interview. 18 June 2010.

City of Minneapolis Code of Ordinances (Ordinance 551.175). 19 Sept. 2010.

<http://www.ci.minneapolis.mn.us/government/ordinances.asp>Corcoran Midtown Revival Plan. May 2002. Prepared by: Hoisington Koegler Group Inc.

[http://www.hkgiftp.com/images/MH\\_Docs/Documents/Corcoran%20Midtown%20Revival%20Plan.pdf](http://www.hkgiftp.com/images/MH_Docs/Documents/Corcoran%20Midtown%20Revival%20Plan.pdf)

Institute for Transportation Engineers. Trip Generation. 7<sup>th</sup> Ed. Vol. 1. Washington DC: Institute

For Transportation Engineers. 2003.

Midtown Farmers Market. 2010. <http://midtownfarmersmarket.org/>

Metropolitan Area Planning Council. 8 Feb. 2010. Boston, MA.

<http://www.mapc.org/resources/parking-toolkit/parking-study-howto>

Metropolitan Council. 2030 Park and Ride Plan. 26 May 2010.

<http://www.metrocouncil.org/planning/transportation/ParknRide/ParkRideCh3.pdf>

Smith, Thomas. Flexible Parking Requirements. Washington DC: American Planning

Association. 1983.

Tamble, Jack. Personal Interview. 24 June 2010.

Vang, Kee. Personal Interview. 17 June 2010.



## **Appendix. Table of Contents:**

- Figure 11: Average Parking Counts, MPS and YWCA Only, M&W-F p. 20
- Figure 12: Average Parking Counts, MPS and YWCA Only, Tuesday p. 20
- Figure 13: Sunday Peak Parking Percentages p. 21
- Figure 14: Average Parking Counts, MPS and YWCA Only, Sunday p. 21
- Figure 15: All Parking Counts p. 22
- Figure 16: MPS Analysis p. 24
- Figure 17: Metro Transit Analysis p. 25
- Figure 18: YWCA Analysis p. 26
- Figure 19: Minneapolis Shared Parking Ordinance p. 27
- Figure 20: August 16, 2010 Roundtable Meeting Minutes p. 28
- Figure 21: 2225 East Lake Street RFP p. 33

Figure 11

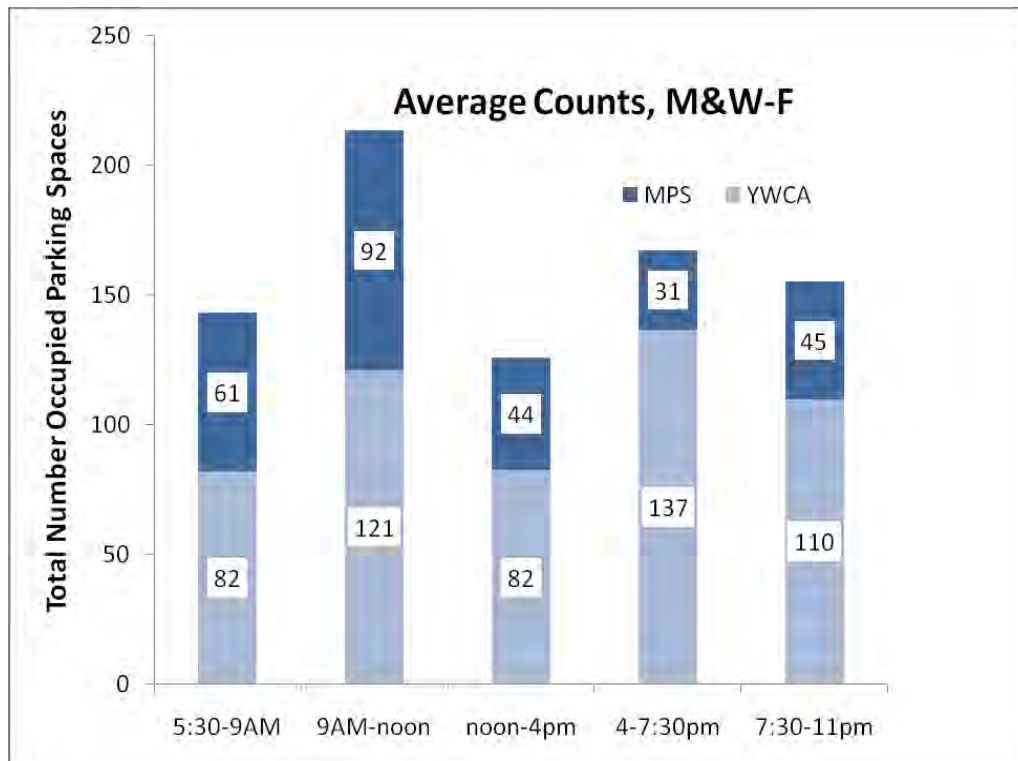


Figure 12

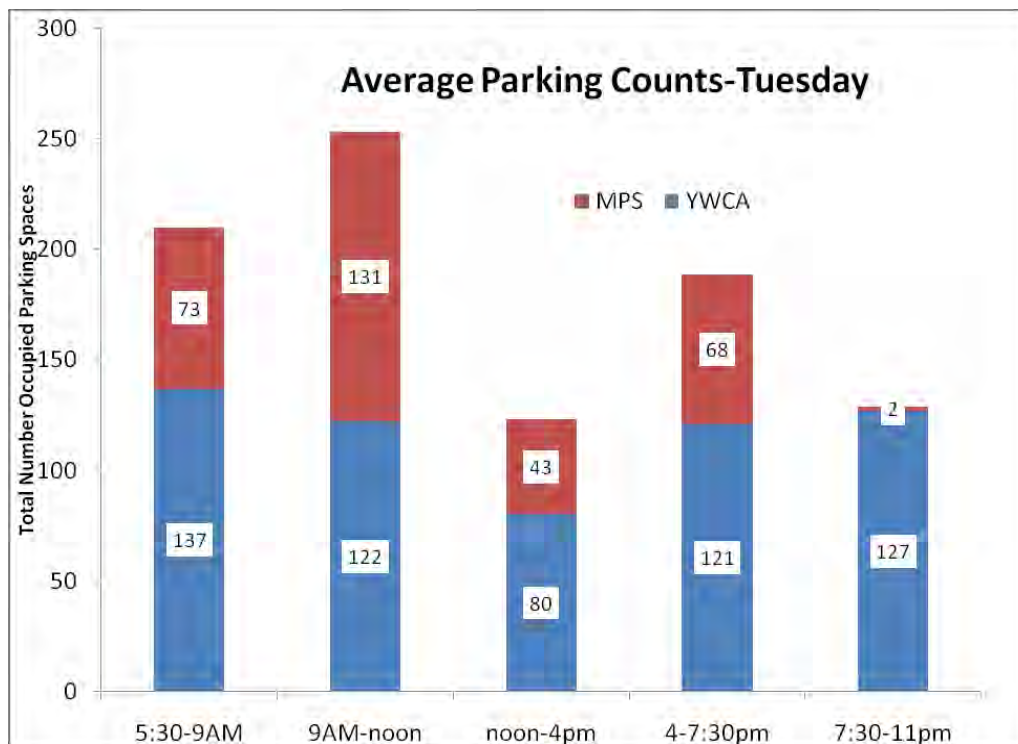


Figure 13

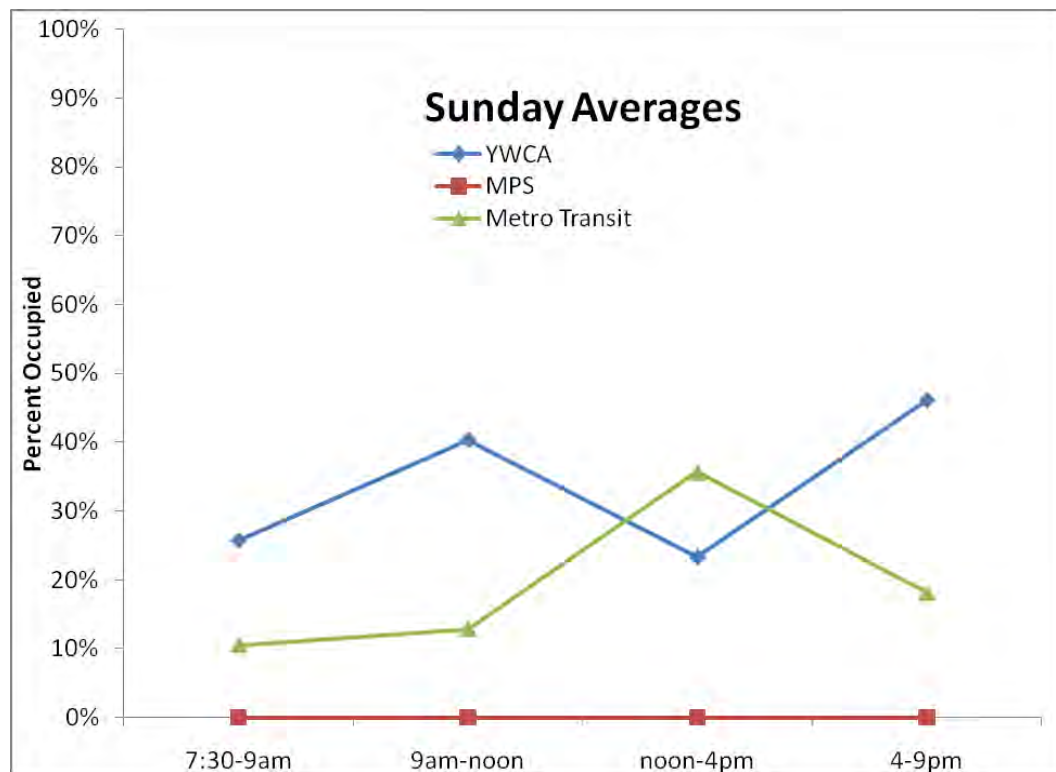
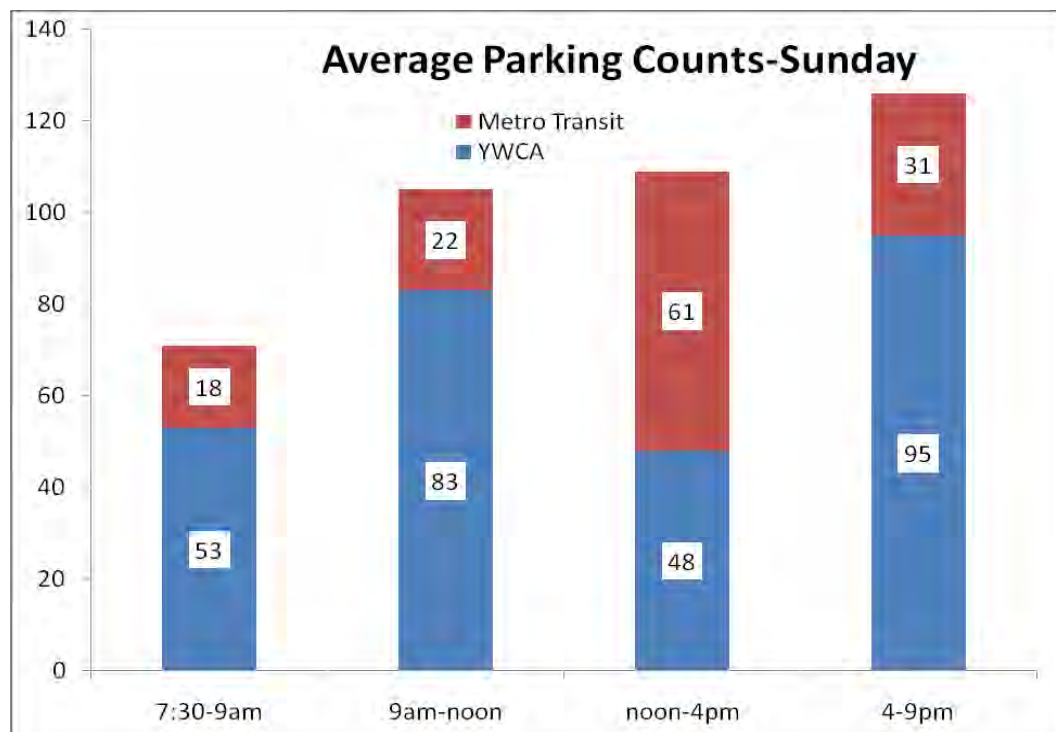


Figure 14



**Figure 15**

<u>Number</u>	<u>Day</u>	<u>Period</u>	<u>Date</u>	<u>YWCA</u>	<u>Occupied</u>	<u>MPS</u>	<u>Occupied</u>	<u>ParknRide</u>	<u>Occupied</u>
1	Monday	1	28-Jun	6/28 8:55AM	113	6/28 9:00AM	131	6/28 9:00AM	170
2	Monday	1	19-Jul	7/19 8:30AM	93	7/19 8:30AM	86	7/19 8:30AM	164
3	<b>Monday</b>	<b>2</b>	<b>12-Jul</b>	<b>7/12 9:05AM</b>	<b>93</b>	<b>7/12 9:05AM</b>	<b>105</b>	<b>7/12 9:05AM</b>	<b>166</b>
4	<b>Monday</b>	<b>2</b>	<b>19-Jul</b>	<b>7/19 10:30AM</b>	<b>129</b>	<b>7/19 10:30AM</b>	<b>117</b>	<b>7/19 10:30AM</b>	<b>165</b>
5	<b>Monday</b>	<b>2</b>	<b>26-Jul</b>	<b>7/26 10:20AM</b>	<b>135</b>	<b>7/26 10:20AM</b>	<b>118</b>	<b>7/26 10:20AM</b>	<b>163</b>
6	Monday	3	12-Jul	7-12 1:45PM	77	7-12 1:45PM	32	7-12 1:45PM	164
7	Monday	3	28-Jun	6/28 3:45PM	101	6/28 3:45PM	23	6/28 3:45PM	139
8	<b>Monday</b>	<b>4</b>	<b>28-Jun</b>	<b>6:28 7:15PM</b>	<b>145</b>	<b>6:28 7:15PM</b>	<b>89</b>	<b>6:28 7:15PM</b>	<b>57</b>
9	<b>Monday</b>	<b>4</b>	<b>12-Jul</b>	<b>7/12 7:15PM</b>	<b>139</b>	<b>7/12 7:15PM</b>	<b>91</b>	<b>7/12 7:15PM</b>	<b>25</b>
10	<b>Monday</b>	<b>4</b>	<b>21-Jun</b>	<b>6-21 5:30pm</b>	<b>195</b>	<b>6-21 5:30pm</b>	<b>41</b>	<b>6-21 5:30pm</b>	<b>55</b>
11	Monday	5	28-Jun	6/28 10:30PM	67	6/28 10:30PM	0	6/28 10:30PM	40
12	Monday	5	12-Jul	7/12 9:00PM	85	7/12 9:00PM	29	7/12 9:00PM	18
13	Monday	5	21-Jun	6-21 7:30pm	140	6-21 7:30pm	76	6-21 7:30pm	26
14	Tuesday	1	22-Jun	6-22 8:15am	137	6-22 8:15am	73	6-22 8:15am	165
15	<b>Tuesday</b>	<b>2</b>	<b>29-Jun</b>	<b>6/29 11:00AM</b>	<b>123</b>	<b>6/29 11:00AM</b>	<b>147</b>	<b>6/29 11:00AM</b>	<b>170</b>
16	<b>Tuesday</b>	<b>2</b>	<b>13-Jul</b>	<b>7/13 9:15AM</b>	<b>105</b>	<b>7/13 9:15AM</b>	<b>126</b>	<b>7/13 9:15AM</b>	<b>165</b>
17	<b>Tuesday</b>	<b>2</b>	<b>27-Jul</b>	<b>7/27 10:15AM</b>	<b>139</b>	<b>7/27 10:15AM</b>	<b>119</b>	<b>7/27 10:15AM</b>	<b>166</b>
18	Tuesday	3	22-Jun	6-22 12:30pm	82	6-22 12:30pm	62	6-22 12:30pm	169
19	Tuesday	3	6-Jul	7/6 2:30PM	71	7/6 2:30PM	32	7/6 2:30PM	170
20	Tuesday	3	20-Jul	7/20 1:30PM	88	7/20 1:30PM	34	7/20 1:30PM	165
21	<b>Tuesday</b>	<b>4</b>	<b>22-Jun</b>	<b>6/22 6:00PM</b>	<b>196</b>	<b>6/22 6:00PM</b>	<b>104</b>	<b>6/22 6:00PM</b>	<b>47</b>
22	<b>Tuesday</b>	<b>4</b>	<b>6-Jul</b>	<b>7/6 4PM</b>	<b>90</b>	<b>7/6 4PM</b>	<b>42</b>	<b>7/6 4PM</b>	<b>135</b>
23	<b>Tuesday</b>	<b>4</b>	<b>13-Jul</b>	<b>7/13 4:30PM</b>	<b>99</b>	<b>7/13 4:30PM</b>	<b>58</b>	<b>7/13 4:30PM</b>	<b>144</b>
24	<b>Tuesday</b>	<b>4</b>	<b>20-Jul</b>	<b>7/20 4:30PM</b>	<b>99</b>	<b>7/20 4:30PM</b>	<b>66</b>	<b>7/20 4:30PM</b>	<b>143</b>
25	Tuesday	5	20-Jul	7/20 9:45PM	127	7/20 9:45PM	2	7/20 9:45PM	65
26	Wednesday	1	7-Jul	7/7 8:15AM	77	7/7 8:15AM	69	7/7 8:15AM	170
27	<b>Wednesday</b>	<b>2</b>	<b>21-Jul</b>	<b>7/21 10AM</b>	<b>145</b>	<b>7/21 10AM</b>	<b>138</b>	<b>7/21 10AM</b>	<b>166</b>
28	<b>Wednesday</b>	<b>2</b>	<b>28-Jul</b>	<b>7/28 9:30AM</b>	<b>155</b>	<b>7/28 9:30AM</b>	<b>123</b>	<b>7/28 9:30AM</b>	<b>165</b>
29	<b>Wednesday</b>	<b>2</b>	<b>4-Aug</b>	<b>8/4 11:00AM</b>	<b>127</b>	<b>8/4 11:00AM</b>	<b>36</b>	<b>8/4 11:00AM</b>	<b>166</b>
30	Wednesday	3	30-Jun	6/30 1:45PM	85	6/30 1:45PM	40	6/30 1:45PM	170
31	<b>Wednesday</b>	<b>4</b>	<b>23-Jun</b>	<b>6/23 5:30PM</b>	<b>200</b>	<b>6/23 5:30PM</b>	<b>33</b>	<b>6/23 5:30PM</b>	<b>70</b>
32	<b>Wednesday</b>	<b>4</b>	<b>28-Jul</b>	<b>7/28 4:10PM</b>	<b>89</b>	<b>7/28 4:10PM</b>	<b>17</b>	<b>7/28 4:10PM</b>	<b>150</b>
33	<b>Wednesday</b>	<b>4</b>	<b>4-Aug</b>	<b>8/4 5:30PM</b>	<b>199</b>	<b>8/4 5:30PM</b>	<b>7</b>	<b>8/4 5:30PM</b>	<b>70</b>
34	Wednesday	5	23-Jun	6/23 7:30PM	198	6/23 7:30PM	92	6/23 7:30PM	35
35	Thursday	1	24-Jun	6/24 7:00AM	62	6/24 7:00AM	2	6/24 7:00AM	56
36	Thursday	1	8-Jul	7/8 8:30AM	66	7/8 8:30AM	75	7/8 8:30AM	164
37	<b>Thursday</b>	<b>2</b>	<b>24-Jun</b>	<b>6/24 9:30AM</b>	<b>90</b>	<b>6/24 9:30AM</b>	<b>122</b>	<b>6/24 9:30AM</b>	<b>170</b>

38	Thursday	2	24-Jun	6/24 10:30AM	91	6/24 10:30AM	132	6/24 10:30AM	170
39	Thursday	2	15-Jul	7/15 9:05AM	98	7/15 9:05AM	118	7/15 9:05AM	166
40	Thursday	2	8-Jul	7/8 10:45AM	119	7/8 10:45AM	125	7/8 10:45AM	165
41	Thursday	3	24-Jun	6/24 12:45PM	79	6/24 12:45PM	58	6/24 12:45PM	170
42	Thursday	3	1-Jul	7/1 12:00PM	92	7/1 12:00PM	115	7/1 12:00PM	170
43	Thursday	4	24-Jun	6/24 6:00PM	134	6/24 6:00PM	40	6/24 6:00PM	43
44	Thursday	4	29-Jul	7/29 4:05PM	92	7/29 4:05PM	19	7/29 4:05PM	145
45	Thursday	4	5-Aug	8/5 6:45PM	135	8/5 6:45PM	1	8/5 6:45PM	43
46	Thursday	5	22-Jul	7/22 7:45PM	107	7/22 7:45PM	75	7/22 7:45PM	38
47	Friday	1	9-Jul	7/9 7:15AM	81	7/9 7:15AM	4	7/9 7:15AM	58
48	Friday	2	23-Jul	7/23 11:00AM	158	7/23 11:00AM	26	7/23 11:00AM	166
49	Friday	2	9-Jul	7/9 11:50AM	87	7/9 11:50AM	21	7/9 11:50AM	165
50	Friday	2	30-Jul	7/30 9:20AM	147	7/30 9:20AM	19	7/30 9:20AM	164
51	Friday	3	9-Jul	7/9 1:45PM	59	7/9 1:45PM	18	7/9 1:45PM	160
52	Friday	3	23-Jul	7/23 12:45PM	83	7/23 12:45PM	19	7/23 12:45PM	168
53	Friday	4	23-Jul	7/23 4:45PM	99	7/23 4:45PM	6	7/23 4:45PM	114
54	Friday	4	6-Aug	8/6 5:15PM	95	8/6 5:15PM	8	8/6 5:15PM	79
55	Friday	4	13-Aug	8/13 4:15PM	117	8/13 4:15PM	17	8/13 4:15PM	123
56	Friday	5	23-Jul	7/23 9:00PM	62	7/23 9:00PM	0	7/23 9:00PM	24
57	Saturday	1	24-Jul	7/24 7:45AM	34	7/24 7:45AM	34	7/24 7:45AM	20
58	Saturday	2	24-Jul	7/24 10:15AM	118	7/24 10:15AM	118	7/24 10:15AM	29
59	Saturday	2	7-Aug	8/7 9:00AM	81	8/7 9:00AM	74	8/7 9:00AM	19
60	Saturday	2	14-Aug	8/14 11:30AM	110	8/14 11:30AM	116	8/14 11:30AM	36
61	Saturday	3	24-Jul	7/24 1:10PM	68	7/24 1:10PM	69	7/24 1:10PM	32
62	Saturday	4	24-Jul	7/24 5:50PM	72	7/24 5:50PM	0	7/24 5:50PM	34
63	Sunday	1	25-Jul	7/25 8:45AM	53	7/25 8:45AM	0	7/25 8:45AM	17
64	Sunday	2	11-Jul	7/11 11:15AM	83	7/11 11:15AM	0	7/11 11:15AM	21
65	Sunday	3	11-Jul	7/11 1:15PM	48	7/11 1:15PM	0	7/11 1:15PM	35
66	Sunday	3	18-Jul	7/18 3:15PM	48	7/18 3:15PM	0	7/18 3:15PM	85
67	Sunday	4	11-Jul	7/11 6:15PM	95	7/11 6:15PM	0	7/11 6:15PM	30



**Figure 16**

averages

MPSMPS M, W-F% Occupied

-			
5:30-9AM	1	61	23%
9AM-noon	2	92	35%
noon-4pm	3	44	17%
4-7:30pm	4	31	12%
7:30-11pm	5	45	17%

## Market and MPS

MPS Tu

5:30-9AM	1	73	35%
9AM-noon	2	131	63%
noon-4pm	3	43	20%
4-7:30pm	4	68	32%
7:30-11pm	5	2	1%

## Market

Average Sat

7:30-9am	1	34	16%
9am-noon	2	103	49%
noon-4pm	3	69	33%
4-9pm	4	0	0%

Average Sun

7:30-9am	1	0	0%
9am-noon	2	0	0%
noon-4pm	3	0	0%
4-9pm	4	0	0%

MPS Max Occupancy

147

MPS Average, 9am-noon, M-F

100

MPS Average, M-F, 4-7:30pm

40

MPS Max. M, W-F#% Occupied

5:30-9AM

131

50%

9AM-noon

138

53%

noon-4pm

115

44%

4-7:30pm

91

35%

7:30-11pm

92

35%

MPS Max Tu

5:30-9AM

73

35%

9AM-noon

147

70%

noon-4pm

62

30%

4-7:30pm

104

50%

7:30-11pm

2

1%

**Figure 17**

averages

Metro Transit

-

P&R M, W-F

% Occupied

Metro Transit Max Occupancy

171

Metro Transit Average M-F, 9am-noon

167

Metro Transit Average M-F, 4-7:30pm

91

5:30-9AM	1	131	77%
9AM-noon	2	167	98%
noon-4pm	3	164	96%
4-7:30pm	4	82	48%
7:30-11pm	5	31	18%

P&R Tu

5:30-9AM	1	166	97%
9AM-noon	2	168	98%
noon-4pm	3	169	99%
4-7:30pm	4	118	69%
7:30-11pm	5	66	39%

Average Sat

7:30-9am	1	21	12%
9am-noon	2	29	17%
noon-4pm	3	33	19%
4-9pm	4	35	20%

Average Sun

7:30-9am	1	18	11%
9am-noon	2	22	13%
noon-4pm	3	61	36%
4-9pm	4	31	18%

P&R Max M, W-F

#

% Occupied

5:30-9AM	171	100%
9AM-noon	171	100%
noon-4pm	171	100%
4-7:30pm	151	88%
7:30-11pm	41	24%
<u>P&amp;R Max Tu</u>		
5:30-9AM	166	97%
9AM-noon	171	100%
noon-4pm	171	100%
4-7:30pm	145	85%
7:30-11pm	66	39%

### Figure 18

**Figure 18**

		YWCA	-
averages		<u>Y-M, W-F</u>	<u>% Occupied</u>
5:30-9AM	1	82	40%
9AM-noon	2	121	59%
noon-4pm	3	82	40%
4-7:30pm	4	137	66%
7:30-11pm	5	110	53%
		Y-Tu	
5:30-9AM	1	137	67%
9AM-noon	2	122	59%
noon-4pm	3	80	39%
4-7:30pm	4	121	59%
7:30-11pm	5	127	62%
		Average Sat	
7:30-9am	1	34	17%
9am-noon	2	103	50%
noon-4pm	3	68	33%
4-9pm	4	72	35%
		Average Sun	
7:30-9am	1	53	26%
9am-noon	2	83	40%
noon-4pm	3	48	23%
4-9pm	4	95	46%

<u>YWCA Highest Occupancy</u>	200	
<u>YWCA Average 9am-Noon M-F</u>	121	
<u>YWCA Average 4-7:30pm M-F</u>	133	
<u>Y Max M, W-F</u>	<u>#</u>	<u>% Occupied</u>
5:30-9AM	113	55%
9AM-noon	158	77%
noon-4pm	101	49%
4-7:30pm	200	97%
7:30-11pm	198	96%
<u>Y Max Tu</u>		
5:30-9AM	137	67%
9AM-noon	139	67%
noon-4pm	88	43%
4-7:30pm	196	95%
7:30-11pm	127	62%

## Figure 19

Minneapolis City Ordinances: Chapter 541, Article 4:

[http://library1.municode.com/defaulttest/home.htm?infobase=11490&doc\\_action=whatsnew](http://library1.municode.com/defaulttest/home.htm?infobase=11490&doc_action=whatsnew)

**541.190. Shared parking.** The zoning administrator may authorize a reduction in the total number of required parking spaces for two (2) or more uses jointly providing off-street parking when their respective hours of peak operation do not overlap. Shared parking shall be subject to the location requirements of section 541.250 and the following conditions:

(1) *Computation.* The number of shared spaces for two (2) or more distinguishable land uses shall be determined by the following procedure:

a. Multiply the minimum parking required for each individual use, as set forth in Table 541-1, Specific Off-Street Parking Provisions, by the appropriate percentage indicated in Table 541-4, Shared Parking Calculations, for each of the six (6) designated time periods.

b. Add the resulting sums for each of the six (6) columns.

c. The minimum parking requirement shall be the highest sum among the six (6) columns resulting from the above calculations.

d. Select the time period with the highest total parking requirement and use that total as the shared parking requirement.

(2) *Other uses.* If one (1) or all of the land uses proposing to make use of shared parking facilities do not conform to the general land use classifications in Table 541-4, Shared Parking Calculations, as determined by the zoning administrator, then the applicant shall submit sufficient data to indicate the principal operating hours of the uses. Based upon this information, the zoning administrator shall determine the appropriate shared parking requirement, if any, for such uses.

(3) *Alternative procedure.* An application may be submitted requesting that the zoning administrator authorize a greater reduction in the total number of required parking spaces for two (2) or more uses where an applicant believes that Table 541-4, Shared Parking Calculations, does not adequately account for circumstances unique to the particular property or properties in question. The application shall include, at a minimum, a parking study with a detailed description of the proposed uses, their hours of operation, their anticipated peak parking demand, and anticipated hours that such peak parking demand would occur. Based upon information demonstrating that the peak parking demand for the uses in question would not coincide, the zoning administrator may authorize a greater parking reduction than is authorized by Table 541-4, Shared Parking Calculations. The zoning administrator may impose reasonable conditions to mitigate potential negative effects.

(4) *Process.* An application for shared parking shall be submitted on a form approved by the zoning administrator, as specified in Chapter 525, Administration and Enforcement.

Table 541-4 Shared Parking Calculations

TABLE INSET:

General Land Use Classification	Weekdays			Weekends		
	2:00 a.m.-- 7:00 a.m.	7:00 a.m.-- 6:00 p.m.	6:00 p.m.-- 2:00 a.m.	2:00 a.m.-- 7:00 a.m.	7:00 a.m.-- 6:00 p.m.	6:00 p.m.-- 2:00 a.m.
Office	5%	100%	5%	0%	10%	0%
Retail sales and services	0%	90%	80%	0%	100%	60%
Restaurant (not 24 hr)	10%	70%	100%	20%	70%	100%
Residential	100%	60%	100%	100%	75%	90%
Theater	0%	40%	90%	0%	80%	100%
Hotel						
Guest rooms	100%	55%	100%	100%	55%	100%
Restaurant/lounge	40%	60%	100%	50%	45%	100%
Conference rooms	0%	100%	100%	0%	100%	100%
Religious institution	0%	25%	50%	0%	100%	50%
Reception or meeting hall	0%	70%	90%	0%	70%	100%
Museum	0%	100%	80%	0%	100%	80%
School, grades K--12	0%	100%	25%	0%	30%	10%

(2009-Or-002, § 16, 1-9-2009)

**Figure 20**

**Stakeholder Roundtable**

**August 16, 2010 at 6:00 p.m., YWCA Midtown**

part of a research study by the Center for Urban and Regional Affairs (CURA) and CNO

examining the demand and supply of public parking

in the context of redevelopment at southwest Lake / Hiawatha

convened by the

Land Use & Transportation / Housing (LU&T/H) committees of the

Corcoran Neighborhood Organization (CNO)

**Attendees** (ordered by last name)

- 1) Shannon Anderson, office of MN Senator  
Patricia Torres Ray
- 2) Tanya Bell, Wellington Management
- 3) Sasha Bergman, CURA researcher
- 4) Mark Bollinger, Executive Director of Facilities,  
Minneapolis Public Schools
- 5) Josh Brandsted, Greco LLC
- 6) Stacey Burns, Midtown Farmers Market  
Advisory Committee and LU&T/H committee
- 7) Gretchen Camp, BKV Group Architects
- 8) Charles Carlson, Metro Transit
- 9) Mike Christenson, Director of CPED, City of  
Minneapolis
- 10) Gina Ciganik, Aeon
- 11) Patrick Connolly, Hennepin County Housing,  
Community Works, and Transit
- 12) Cynthia Frost, chair of Housing committee
- 13) Archie Givens, Legacy Development
- 14) Beth Grosen, CPED, City of Minneapolis
- 15) John Gould, BKV Group Architects
- 16) Eric Gustafson, CNO Assistant Director
- 17) Kathleen Hoffer, LU&T/H committee
- 18) Paula Holden, LU&T/H committee
- 19) Mary Jones, YWCA Minneapolis
- 20) Kathryn Klatt, Schafer Richardson
- 21) Phillip Koski, co-chair of LU&T committee and  
meeting facilitator
- 22) James Lehnhoff, Aeon
- 23) Eric Lindberg, co-chair of LU&T committee
- 24) Gwen McMahon, LU&T/H committee
- 25) Sam Newberg, Joe Urban
- 26) Amanda Novak, CommonBond Communities
- 27) Gerry Tyrrell, LU&T/H committee
- 28) Kee Vang, General Manager, YWCA Midtown



**Minutes** (draft by EG / EL; needs approval by vote of the committee)

(Arranged by topic with key topics indicated in bolded text. Speakers are indicated by first-last initials.)

- 1) Welcome / Introductions (PK).
- 2) Presentation of methodology and findings (SBergman). See final project report for details.
- 3) Roundtable discussion:
  - a) Clarifying questions on the research methodology and project purpose.
    - i) GCiganik: please clarify purpose of this discussion—are we trying to understand how many cars are parking? What are we trying to get at?
      - (1) EG: intent is to “close the loop” on conversations about public parking issues at southwest Lake & Hiawatha, bring people together. Foster partnering, leveraging of collective resources, and thus try to minimize number of stalls, cost. Examine parking in the context of redevelopment and in context of paradigm shift from automobile-oriented uses to TOD. PK: Previous area planning has “kicked the can down the road.” Want to address parking head-on, get everyone in the room, and brainstorm.
      - (2) TB: (Developers are) more accustomed to the exercise of “How much density can you put on the site?” and then, “How much parking will that create?” and so on. So this exercise is just a harder way of going about it.
    - ii) CF: are we assuming residential development “takes care of” its own parking? SBergman: yes. This project focused on public parking not residential; focused on shared not exclusive uses.
    - iii) KH: was South HS considered? SBergman: assumed South is too far away to impact parking here.
  - iv) **Does the YWCA plan to grow?**
    - (1) KV: some YWCA usages are up but haven’t been tracked. YWCA is working on improved tracking of usage. Membership has grown about 2 to 3% per year. Sports Center has higher usage in winter with parking demands increasing accordingly. MJ: at present YWCA has no plans for growth.
  - b) **SBergman: Discussion Question #1: Are there opportunities for shared parking among all stakeholders with the redevelopment of the site? If so, what role should each stakeholder play in developing and financing shared parking? Who should take the lead?**
    - i) PK: the question aims to better understand demand and explore sharing to minimize the number of off-street stalls needed overall. We’ll have YWCA members, office tenants, farmers market patrons, retail patrons, and guests to the 400 to 600 new residents. So the question is who is responsible for solving that problem, or who can do it? And are there models out there that we can look at? Do any developers want to comment on how they might deal with parking issues?
      - (1) TB: **Who owns ramp is as important as who funds it.** Who and how parking is financed changes the cost structure/dynamic of the ramp’s operation. If privately held, taxes and other economics make parking really expensive. So, economics and incentives for shared arrangement tend toward public or non-profit ownership. Also need to examine proximity e.g. “new parent” parking stalls.
      - (a) GCamp: can City comment on what happened at the Keegan’s/Panera/Chipotle development built by Hunt (near NE University Ave and E Hennepin Ave)? Did they develop the ramp? Seems to be privately owned. Some is metered. Also look at Carlyle project downtown and unique strategies to generate revenue. PM: I’m pretty sure that ramp is not city-owned. TB: the difficulty with this discussion is we can’t understand the underlying economics. In many cases there was tax increment financing (TIF) in play. In many cases (e.g. Lyn-Lake, Uptown) it would be not otherwise pay for itself (via revenue) and would not exist without public support. Need to consider both revenue and operating expenses. Can be very difficult even downtown. PM: Gretchen’s example is a ramp that adds the latest addition to what was already a pedestrian oriented regional activity center. So I’m sure the ramp draws some general public parking by people who aren’t necessarily going to a destination in the development.

- (2) **Re. sharing and partnership opportunities need to think long-term, through project phases.**
- (a) GCiganik: first, need to examine what's best for the n'hood. Aeon puts all parking underground. Need to consider quality of life for next 150-400 years.
  - (b) GT: the farmers market's early success has been bolstered by an abundance of accessible, free parking. So, important for the Market to think about whether/how it can share parking. Corporate campus as part of development could be a good partner for the farmers market.
  - (c) TB: (based on research findings,) the Park & Ride is a good partner for the farmers market. I support Transit Oriented Development, and we're working on Central Corridor. Need to think long term and get it right. Avoid mistake of constructing a 2-3 story building where a 5-7 story building belongs; then your 2-3 story building is too big to tear down. Acknowledge we don't like cars, but hard for company to tell employers not to drive. This area is close to being a viable TOD market but still 5-10 years away. Greatest future for the site is 15 to 20 years from now. Be careful of what you want in the interim and of being angry at the car, because it could minimize the potential for the site in the long term. I like Park & Rides because they're publicly owned and arguably the more flexible land use. So if a large employer did come 5 years earlier than you thought, that parking lot is there for the employer. Whereas if you compromise and build dense but not dense enough, then the land is gone, and we've had a similar discussion on University in St. Paul where residents didn't like the Aldi grocery store because it's single story. But because it's single story it is something you can tear down in 20 years or 10 years because it's not very expensive to build. Whereas once you get into a 2 to 3 story building, that thing never comes down. So keep in mind the flexibility of single story buildings as you're trying to test the market as the transit is being completed. When the transit is completed is when we're "all the way there." But until then you're going to continue with that fight. So I'm a fan of Park & Rides because they can float on a larger site and leave space for the tallest building to be built last. This allows you to maintain free parking and allows the land to be used more creatively.
  - (3) PM: this new development (2225 East Lake) will be the pioneering TOD at this station area, and after looking at the numbers there really isn't a big parking problem right now. Other retail in this area seems to be self-sufficient in terms of parking. And nearby there is an abundance of surface parking. So there's not going to be a pent-up demand for general public parking.
  - (4) MC: if project involves blight removal or historic preservation, City might fund a parking solution. It's possible someone could buy the existing building and leave surface parking (at 2225 East Lake) but want to transform this whole area as soon as we can to development. So we'd like someone with Gina's attitude to show up and drop underground parking in. So I think this is a great opportunity, and I appreciate what Corcoran is doing with this exercise.
- c) SBergman: Discussion Question #2: **If there is any free public parking available whether it is shared or not, how important is it to consider the proximity of the LRT station and the potential to draw park and riders even if there is no Park and Ride?**
- i) EG: part of this question asks us to acknowledge that whether or not there is a future Park & Ride lot, there will be future park and riders (i.e. there will be future demand for free parking by Metro Transit riders).
  - ii) GCamp: **re. expectation of "free public parking" for patrons of YWCA, retail, etc.** One issue here is that at present, no one pays. Are YWCA patrons going to start paying \$2 to park. I doubt it. PC: do YWCA Downtown users pay for parking? KV: two YWCA's currently have pay lots based on length of visit. CW: we should clarify that there is no "free parking." GCamp: the cost is hidden in your YWCA membership, in the development cost per square foot, etc. MC: suburban companies who are evaluating relocation to the city often expect free parking, e.g. Allina, Wells Fargo. KH: But how many of those are adjacent to a light rail station? If we're talking about employees making \$70k/year at a LRT station, they shouldn't expect free parking. MC: That may be right. Valspar is an example of an established company whose employees did not want to use light rail. So new employers or those with younger work force are more likely to adapt and value proximity to LRT. This neighborhood could

compete for a quality employer, and that could help the City to reach out to them. Note a new CVS Pharmacy was permitted to open at Oak & Washington with no plans to build off-street parking.

iii) **JG: how to address overflow from Park & Ride, and “hide and ride” parking?**

(1) **PK:** Metro Transit previously indicated that if there was a problem, they would implement a solution such as permitted parking. **PM:** Public Works (City of Minneapolis) has an opt-in petition process. **EG:** CNO convened residents of 31xx 23<sup>rd</sup> Ave with Public Works two years ago. A Critical Parking solution is available and has been made known to residents of the block. **GM:** CNO has established its role in Critical Parking; will leave it to residents to initiate Critical Parking.

(2) **CW:** do residents object to use of existing on-street parking and if so, why? **Existing on-street parking represents a lot of available public parking and is cheaper than building structured parking at \$15k per stall.** Near the university, for example, all on-street parking is utilized. **JG:** prevents residents and their visitors from parking in front of their own properties. **PH:** also adds to congestion of streets (i.e. streets effectively become narrower). There are rush hour bottlenecks for residents trying to turn south onto 22<sup>nd</sup> Avenue from westbound Lake Street. This and 32<sup>nd</sup> Street (from Hiawatha) are the only access points to the quadrant. If development will add density, then it can't be based on automobiles or it will become an unpleasant neighborhood to visit or live in.

iv) **TB: need to clarify future of the (existing 176-stall Metro Transit) Park & Ride (lot at 2225 East Lake).**

(1) **EG:** Paul, what does the RFP say about the future of the Park & Ride? **PM:** the RFP states the facts about the current lease (to Metro Transit by current owner Minneapolis Public Schools). **EG:** to clarify, the Park & Ride is not part of established neighborhood or city planning policies. **PM:** within City Plan, you're not going to find call for Park & Ride lots, but you are going to find call to make the most of Transit Oriented Development sites and opportunities, as well as transportation policies that imagine growth fueled by TOD and behavior change. So you can deduce that Park & Ride lots are not a priority. **PK:** also, neighborhood was told this Park & Ride was temporary while structured parking was being built in Bloomington. **GCamp:** could study other station areas along Hiawatha, since none have a Park & Ride. Is the situation intolerable at those stations in terms of parking on the street? People have become used to the existence of a Park & Ride here, and they will adjust when it goes away.

(2) **JL:** who uses Park & Ride? **CC:** Every fall Metro Transit conducts counts at all Park & Ride facilities, and also investigates “hide and ride” via license plates. This informs future investment in Park & Ride lots and marketing efforts. Last hide and ride analysis was Fall 2008. Will conduct again Fall 2010. Based on analysis of license plate data, “hide and riders” have been primarily Corcoran and Longfellow n'hood residents. 10% of Lake Street riders utilize the Park & Ride. No other Minneapolis stations have a Park & Ride lot.

d) **SBergman: Discussion Question #3: Are there other investigative/planning projects in the works to help lay the ground work for future development of the 2225 E. Lake Street site?**

- i) **PM:** makes sense to conduct some sort of traffic study that assumes full build-out of quadrant / full station area. Anticipate trip generation. Consider choke points residents brought up. Recent changes under Lake / Hiawatha intersection changed traffic flows. So, nothing is in the works yet but should be done in the not too distant future.
- ii) **MJ:** at present YWCA has no plans for growth. At present focused on staying strong through recession. I know that additional parking was discussed at the time the building was constructed but I've been unable to find record of these conversations. May need to go back to others who were involved.
- iii) **MC:** there's been high quality development in the area, with the Wellington triangle, Clare Housing, and 31<sup>st</sup> Street triangle on the way. You've brought forward some important issues at this meeting, and CPED needs to examine how we can better assist in preparing for the transition.
- iv) **MC:** per the Mayor's budget address this morning, Transit Oriented Development and Job Creation are big priorities that go together. So, if the (mixed use) project included 70k to 100k square feet of office space for 500 employees, City would help find a parking solution, e.g. TIF.

- v) CW: looking at research precedents, I wonder how Fruitvale got down to 1 stall per 1000 SF. I think we should aim for that or better. Other places have done it. I'd much rather take the money we'd spend on structured parking and invest it somewhere else.
- 4) SBergman: Preview of final report on the research project to be published mid-September.

**Meeting adjourned.**

**Figure 21**

## **2225 E. Lake Street Request for Proposals**

### ***Introduction and site description***

The City of Minneapolis Department of Community Planning and Economic Development, under contract with the Minneapolis Public Schools, is seeking development proposals for a 6.48-acre site located at 2225 E. Lake Street in south Minneapolis. The site is located between 22<sup>nd</sup> Avenue on the west and bounded by 31<sup>st</sup> Street on the south, Lake Street to the North, Hiawatha Avenue to the East and is approximately 282,160 square feet (6.48 acres) of land area. There is one three-story 53,333 square foot school office building on the site and the remainder of the area is paved parking, drive area, and playground.

Lake Street is a County State Aid Highway with an average of 20,000 vehicles per day in front of the site. Hiawatha Avenue is a State Trunk Highway with an average of over 30,000 vehicle trips daily in the area. The Lake Street Station for the Hiawatha Light Rail transit (LRT) line is elevated above Lake Street and is immediately adjacent to this site. The Hiawatha line has over 30,000 riders on an average weekday, with over 2,300 daily rides at the Lake Street Station. See Area Map in Exhibit 1 for an aerial perspective.

The Minneapolis Public School District purchased the site in 1998 for use as a magnet school. It was originally a technical school for Brown Institute. The building is currently providing Adult Basic Education (ABE) and other programming for the Minneapolis schools but this location is considered temporary and will not impact the overall disposition of the property.

The portion of the site east of the 23<sup>rd</sup> Avenue alignment is presently used as a Park and Ride for the Lake Street Station of the Hiawatha Light Rail line. This arrangement is formalized in a lease agreement with Metro Transit through Feb 28, 2015. The Landlord can cancel the agreement upon providing 90 days notice. The agreement provides 171 parking spaces with an adjusted annual lease payment; the lease payment for March 2010-Feb 2011 is \$17,921.

The area is surrounded by a vibrant, busy Lake Street, residential housing, the Midtown YWCA and the Hiawatha Light Rail Transit. The seasonal Midtown Farmers Market (MFM) has operated on the surface parking lot at the northwest corner of the site since 2003, and currently operates on Saturdays (May-October) and Tuesdays (June-October). There is a strong sentiment in the community for redevelopment to include the creation of a permanent home for the market on the site, in keeping with the recommendations of the adopted Corcoran Midtown Revival Plan.

The site is also located immediately adjacent to the Lake Street Station on the Hiawatha Light Rail Transit line, in addition to multiple bus lines with stops adjacent to or near the site. The nearby Midtown Greenway carries thousands of cyclists per day and is an opportunity for future rail transit terminating at the existing Lake Street LRT station.



These features, combined with the relatively large size of the site and its location in the urban core, make 2225 E Lake Street an excellent fit for high-quality, high-density transit-oriented development. These opportunities enhance the marketability of the site.

A response to this RFP will require significant time and a strong financial commitment from the responder.

## ***Relevant City Plans***

*The Minneapolis Plan for Sustainable Growth* (2009) – The City’s comprehensive plan designates the following for this area:

**Transit Station Area**, which writes into City policy commonly-identified characteristics of transit-oriented development: high-density housing near the station, a mix of uses to minimize auto dependence, and pedestrian-friendly infrastructure.

**Activity Center**, which provides policy support for a “mix of uses with a regional draw; high intensity of uses, including employment, commercial, office, and residential uses.”

**Major Retail Center**, a designation which acknowledges the area’s function as a destination shopping area reliant in part on the automobile, while moving toward redesigning the area to be more pedestrian friendly and transit supportive.

**Commercial Corridor**, a designation intended to concentrate retail and new mixed-use development along Lake Street across the City, including in the station area.

*Hiawatha/Lake Station Area Master Plan* (2000) – This is one of two City-adopted small area plans for the station area, providing conceptual-level guidance. It provides land use and transportation recommendations, urban design guidelines, and development standards for commercial and residential development in the station area. The plan offers the following specific guidance for the 2225 East Lake Street site:

- Guided mixed-use in the future land use map
- Recommends development densities of over FAR 3.0 adjacent to LRT station
- Recommends building heights of six stories adjacent to the LRT station
- Language specific to this site: “Retail and commercial office uses are indicated along the south side of Lake Street with direct linkages to LRT. Multi-family residential buildings arrayed along the perimeter of the site stepping down in height towards the 31st Street neighborhood edge. Open space is preserved in the block interior.”



*Corcoran Midtown Revival Plan (2002)* – This City-adopted plan covers the portion of the Lake Street Station area that falls within the boundaries of the Corcoran neighborhood (west of Hiawatha and south of Lake Street), initiated by the Corcoran Neighborhood Organization and building on the work completed in the Hiawatha/Lake Station Area Master Plan. The plan provides guidance for transit-oriented development along the south side of Lake Street, with a particular emphasis on redevelopment of the school site at 2225 E Lake Street. Proposed public improvements include a shared parking structure adjacent to the YWCA and the “Hi-Lake Loop,” a series of pedestrian-enhanced streets. The plan offers the following specific guidance for the 2225 East Lake Street site:

- Reinforces 2225 East Lake Street as a key TOD redevelopment site
- Affirms desired development densities and building heights outlined in the Hiawatha/Lake Station Area Master Plan
- Advocates for a public market to be incorporated into site
- Suggests a shared parking strategy with the YWCA

### **Zoning**

The site is currently zoned C3A Community Activity Center District with the Pedestrian Oriented (PO) Overlay District. This designation allows a wide variety of land uses consistent with an Activity Center in Minneapolis, including high density residential, retail, office and hotel. The C3A zoning allows for approximately 705 dwelling units; more with density bonuses for structured parking, mixed-use buildings, and affordable housing. The PO District requires a minimum floor area ratio (FAR) of 1.0 and minimum 40% window coverage along the street, among other requirements. Any height anticipated above four stories will require a conditional use permit. The zoning code allows development of a site this size to use the Planned Unit Development (PUD) tool for development review.

### **Development Objectives/Project Goals**

Minneapolis Public Schools, the City of Minneapolis, and the Corcoran Neighborhood Organization seek to achieve the following objectives for the 2225 E. Lake Street Site:

- Transit oriented development consistent with approved land use plans (Corcoran Midtown Revival Plan, Hiawatha/Lake Station Area Master Plan, and The Minneapolis Plan for Sustainable Growth)
- High density residential development as the most predominant land use, including affordable/market rate rental and ownership housing. The proposed development may include independent living senior housing and may also target a specific group such as artists.
- Retail and service business space on ground level adjacent to Lake Street geared to pedestrians.
- Other land uses consistent with a regional transit-oriented activity center and allowed by zoning will be considered.
- Structured ground level and underground parking at ratios consistent with reduced demand adjacent to an LRT station.

- Innovative shared parking facilities/arrangements within and/or beyond the boundaries of the development site.
- Provisions for car and bicycle sharing.
- A high-quality public or quasi-public space (e.g. public square, plaza, or mall) usable for community events and that serves as a permanent location for a farmers market.
- A permanent home for the Minneapolis Public Schools Southside Welcome Center and Adult Basic Education Program as a long-term tenant or condo owner of approximately 35,000 to 40,000 square feet.
- An enhanced pedestrian environment along Lake Street and connections that improve access and way finding to the south elevator tower of the Lake Street LRT station.
- Innovative project elements that enhance the long-term environmental sustainability of the development (See “CNO Sustainability Statement and Performance Goals,” attached).
- Family-friendly amenities such as a playground, on-site daycare, and multi-bedroom housing units.

### ***Midtown Farmers Market***

The Midtown Farmers Market (MFM) is a grass roots operation conceived in 2003 by the Corcoran Neighborhood Organization (CNO). They have a no cost lease with the Minneapolis Public Schools. Operating twice per week on the current surface parking lot of 2225 E Lake Street, the market is a vital economic and social link between urban families and the farmers and crafts people of the region and has proven an important community asset at a strategic location adjacent to the Lake Street LRT Station.

Respondents to this request for proposals are strongly encouraged to include a high-quality public or quasi-public space usable for community events and that serves as a permanent location for a farmers market. The Midtown Farmers Market and Corcoran Neighborhood Organization have assembled extensive guidelines and site concepts for integrating a market into mixed-use transit-oriented development on this site. These documents are attached to the RFP.

### ***Environmental***

The site is known to have soil and groundwater contamination. Soil characteristics will vary and more specific testing will be needed when development plans are formulated.

Copies of geotechnical and environmental reports completed to date are available for review electronically on the RFP web site.

### ***Eligible Applicants***

Applicants may be either for-profit or non-profit developers and may include a partnership of both. Applicants must be proven development entities with at least 10 years of professional experience, demonstrated success in managing large acreage

projects, demonstrated ability to collaborate and partner, and the ability to obtain sufficient financing.

The selected developer should have a history and reputation for developing well designed, well managed, safe, decent, market rate and affordable rental and ownership housing.

### ***Selection Criteria***

- Quality and completeness of proposal.
- Demonstrated capability to implement the proposed development plan.
- Financial considerations. Proposals should include a proposed purchase price for the site, noted as a cost per square foot.
- The extent to which the proposed development meets the goals of approved plans and the development objectives outlined in this document, including consideration of land use, housing mix, development intensity, relationship to transit, the pedestrian environment, public spaces and other site amenities, parking facilities and management, and school district facilities.
- Relationship of development to transit and the quality of the strategies proposed to mitigate traffic congestion and parking demand associated with site build-out.
- The extent to which the project maximizes development intensity and increases tax base.
- Demonstrated success in large (acreage) development projects in a timely manner.
- Demonstrated understanding and ability to resolve extraordinary site conditions.
- Commitment and history of working with a local community around development matters including examples of meeting and/or exceeding performance goals.
- Preference will be accorded to proposals that utilize the entire site and employ innovative shared parking strategies with nearby land uses.

### ***Review/Selection Process***

Potential development proposals received by the due date will be reviewed by a technical committee made up of CPED staff, who will determine a list of finalists based on the above selection criteria. These finalists will be invited to present their proposals in person to the staff team. Shortly thereafter, the Corcoran Neighborhood Organization (CNO) Land Use and Transportation Committee will host a meeting with the same finalists. CPED will then present a recommendation to the Minneapolis Public School (MPS). The Minneapolis Public Schools Board of Education will make the final decision and enter into an agreement with the preferred developer.

### ***Proposal Contents***

Proposals must include the following:

1. A cover page that includes the following information:
  - Developer's name and mailing address

- Developer's current legal status: corporation, partnership, sole proprietor, etc.
  - Federal ID number or Social Security number
  - State ID number
  - Contact person's name, title, phone number, fax number and e-mail address
  - Signature of authorized corporate officer for each entity proposing as a partnership or team
2. Letter of Interest
  3. Outline of relevant experience
  4. Ability to meet project goals
    - Compatibility with relevant City Plans and other project goals
    - Define how project positively impacts City
  5. Approach to development issues
    - Mixed use development
    - Opportunities for community engagement
    - Collaboration with public and private partners
    - Connectivity
    - Transit networks and focus on community corridors
    - Higher density
    - Approach to geo-technical and environmental issues
    - Public/private parking strategies and open space enhancements
    - Incorporation of sustainable design and development
  6. Conceptual timeline, written description(narrative) include bedroom compositions, rents and/or sales price, if retail is proposed, information about the anticipated tenants, preliminary site plan and building elevations for proposed development including time needed to obtain financing, secure permits, complete designs, take ownership of property, relocate City services, begin and complete construction and lease up or sell of units.
  7. Timeline, narrative description and conceptual site plan if proposed development is phased.
  8. Development proforma including conceptual sources and uses, financial analysis, and assumptions used.
  9. Proposed purchase price for the site, noted as a cost per square foot
  10. Project team roles and relevant experience
  11. References

### ***Proposal Submission***

Proposers must submit copies of their proposals as follows: One unbound copy, 15 bound copies and one electronic version in Microsoft compatible or PDF format on diskette or CD. Proposals must be on standard 8 1/2" by 11" paper. All supporting documentation must be on paper no larger than 11" by 17". Proposals and supporting documentation must be submitted in a sealed envelope labeled "2225 E. Lake Street" Development faxed proposals will not be accepted. Proposers may choose to provide additional sets if and when invited to do so for presentation purposes. Submissions will not be returned.



Proposals shall be delivered to the City on or before November 1, 2010 at 4:00 P.M.

To:  
City of Minneapolis, Department of CPED  
105 Fifth Avenue South, Suite 200  
Minneapolis, MN 55401

Any proposals received after the deadline will not be accepted. Failure to supply the requested information may result in rejection of your proposal.

### ***RFP Inquiries***

Interested developers may only direct questions in writing to the department contact persons listed below:

Dollie Crowther, CPED Housing 612-673-5263 fax: 612-673-5259  
dollie.crowther@ci.minneapolis.mn.us  
Paul Mogush, CPED Planning 612-673-2074 fax: 612-673-2728  
paul.mogush@ci.minneapolis.mn.us  
Beth Grosen, CPED Business 612-673-5002 fax: 612-673-5113  
beth.grosen@ci.minneapolis.mn.us

All questions are due no later than October 20, 2010. Questions will be answered in writing and posted on CPED Web site.

### ***Timing***

Following is the tentative timeline:

Publish RFP	August 7, 2010
Pre-proposal meeting	Week of September 13, 2010
Proposal deadline	November 1, 2010
Review/evaluation of proposals & neighborhood review	November 2010
Recommendation to MPS	December 2010
MPS Final recommendation	December 2010

## ***Attachments***

Respondents to this request for proposals are encouraged to review all of the following documents in detail. Please see the RFP web site for links to these documents.

- [Corcoran Midtown Revival Plan\\*](#)
- [Hiawatha/Lake Station Area Master Plan](#)
- [The Minneapolis Plan for Sustainable Growth](#)
- [Midtown Farmers Market Project Program Brief\\*](#)
- [Center for Urban and Regional Affairs \(CURA\) report June 2009: Envisioning a Permanent Home for the Midtown Farmers Market\\*](#)
  - [CURA Board SWOT Analysis\\*](#)
  - [CURA Board Case Studies\\*](#)
  - [CURA Board Alternative Market Typologies\\*](#)
  - [CURA Board The Market Today\\*](#)
- [Midtown Farmers Market web page containing project background and designer resources related to the Midtown Farmers Market\\*](#)
- [Geotechnical report](#)
- [CNO Sustainability Statement and Performance Goals\\*](#)
- [Minnehaha-Hiawatha Strategic Development Framework \(Hennepin County Community Works\)](#)
- [Letter from Corcoran Neighborhood Organization to Minneapolis Public Schools, including sustainability statement and performance goals\\*](#)

\*Questions regarding Corcoran Neighborhood Organization documents associated with this RFP may be directed to Eric Gustafson, Assistant Director, 612-724-7457.



Exhibit 1: Aerial view

